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INTERNATIONAL UNION, UNITED AUTOMOBILE, AEROSPACE & AGRICULTURAL IMPLEMENT WORKERS OF AMERICA – UAW

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SHAWN FAIN, *PRESIDENT* • MARGARET MOCK, *SECRETARY-TREASURER*  
VICE-PRESIDENTS: CHUCK BROWNING • MIKE BOOTH • RICH BOYER

February 23, 2024

To: All Local Unions

**Re: Clarification of Policy on Endorsement of Outside Businesses**

Greetings:

This is a reminder and clarification on the UAW Policy Against Endorsement of Outside Businesses (Administrative Letter Volume No. 51, Letter No. 2). As stated in prior Administrative letters, it is against UAW policy for the International Union, or any UAW local union, to cooperate with, or otherwise assist, any private business in promoting itself or the goods or services that it offers.

“All UAW offices and local unions should avoid any and all entanglement with any outside commercial interest which seeks to solicit business from UAW members.”

**(Administrative Letter Volume No. 51, Letter No. 2.)**

The UAW International and local unions must avoid any appearance of an endorsement by the UAW of any outside commercial or business activity.

To clarify, this prohibition does not extend to or apply to informing or encouraging members to attend the events of charitable, social welfare, or labor organizations whose interests align with the UAW International’s own interests. The UAW International and Local Unions may, from time to time, endorse the events of such organizations. Still, it is important to contemplate any potential or perceived conflict(s) of interest that may exist (i.e., UAW International officers sitting on the board of another organization) and whether we represent any workers at the organization.

Below for convenience is Administrative Letter Volume 51, Letter 2. As usual, should you have any questions, please reach out to your regional director.

In solidarity,

Shawn Fain  
President



# UAW ADMINISTRATIVE LETTER

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Volume No. 51

November 21, 2003

Printed in U.S.A.



Letter No. 2

### IN THIS ISSUE

**UAW Policy Against  
Endorsement of  
Outside Businesses**

*To All Local Unions*

Greetings:

This is a reminder that it is against UAW policy for the International Union, or any UAW local union, to cooperate with, or otherwise assist, any private business in promoting itself or the goods or services that it offers.

Various private businesses, such as insurance companies, publishers, clothing vendors, "directory services companies," and others have recently solicited the UAW and/or UAW local unions in their efforts to promote their private business interests.

These approaches by outside businesses often take the form of requests to solicit UAW members by means of our mailing lists. The use of UAW mailing lists for such purposes is explicitly prohibited by the UAW ETHICAL PRACTICES CODE and several ADMINISTRATIVE LETTERS going back as far as the early 1960's. As these ADMINISTRATIVE LETTERS make clear, not only is use of UAW mailing lists for commercial purposes strictly prohibited, it is also the "policy of the International Union not to lend its name or the name of any local union in the support or promotion of any particular product or business firm." *ADMINISTRATIVE LETTER, Volume 21, No. 8, October 24, 1969.*

Here are some of the ways these situations may present themselves:

- An insurance company may approach a UAW local union, asking to distribute a promotional packet to the membership of the local. Those promotional materials include a "free" \$1,000 accidental death and dismemberment insurance policy. Obviously, these "free" policies are simply a marketing device designed to let the insurance company identify UAW members, whom they thereafter contact with a high-pressure sales pitch for additional coverage.

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**When in Doubt About International Policy . . . Contact your Regional Director**

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- A vendor who sells T-shirts, jackets, meeting supplies and other similar materials seeks an informal "endorsement" from Union officials, for the purpose of obtaining future business from joint training programs, Local Unions and/or individual members. When Union officials are required to participate in decisions about the purchase of such items, on behalf of the Union or a joint training program, it is imperative that the Union official observe the requirements of the UAW ETHICAL PRACTICES CODE by, for example, avoiding even the appearance of a conflict of interest in making those purchase decisions. These requirements for dealing with vendors were set forth in detail in UAW *ADMINISTRATIVE LETTER*, Volume 51, No. 1, February 14, 2003. It is inconsistent with those principles for a Union official to establish a relationship with any vendor which may be perceived by others (including UAW membership) as an "endorsement" of any particular vendor.
- Other businesses may solicit local unions by offering "free" publication of a newsletter, directory, or other material to the local union's membership. The "publisher" may then solicit local businesses, law firms, physicians, etc. to purchase "listings" in the publication. Other variations include offers to post and maintain bulletin boards at local union halls, with incorporated solicitation materials from local businesses as part of the display.

Our experience with these "publishing" ventures has been quite checkered. They will sometimes cash checks issued to the local union, or even use local union stationery to support their business activities. When locals have signed up for these "services," it later becomes clear that the entity never intended to provide any services at all.

All UAW offices and local unions should avoid *any and all* entanglement with any outside commercial interest which seeks to solicit business from UAW members. We must strictly avoid any appearance of a UAW "endorsement" of any outside commercial or business activity. We must also avoid creating relationships with vendors of products legitimately purchased by the Union or any joint training program, when that relationship may be perceived by others (including UAW membership) as an informal "endorsement" of any particular vendor.

In solidarity,



Ron Gettelfinger  
President